

**GOVERNMENT OF KERALA****Abstract**

Tourism Department -"Content curation and Photography for Incredible India website" -Administrative Sanction - Re-validated-Sanction accorded- Orders issued.

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**TOURISM(B) DEPARTMENT**

G.O.(Rt)No.427/2025/TSM Dated,Thiruvananthapuram, 19-07-2025

Read 1 G.O.(Rt)No.124/2024/TSM Dated 27-02-2024

2 Letter No.DOT/240/2024-M3 dated 29.05.2025 from the  
Director of Tourism.

**ORDER**

As per the Government Order read above, Administrative sanction was accorded to the Director of Tourism to expend an amount of ₹4,90,000/- (Rupees Four Lakh and Ninety Thousand Only) plus GST , from the Head of Account 3452-80-104-98-00-34-03 PV Marketing, for the project "Content curation and Photography for Incredible India website", during the financial year 2023-24.

2. The Director of Tourism as per letter read above has reported to Government that due to adverse weather conditions the completion of the project was delayed.However, 94 high-resolution images have been made available for inclusion in the Incredible India website of the Ministry of Tourism GoI.Taking into account the delay experienced in the completion of the project the Director of Tourism has requested to re-validate the administrative sanction accorded during the FY 2023-24 for the project "Content curation and

Photography for Incredible India website" as per the Government order read above, and to accord sanction for meeting the expenditure during the current financial year.

3. Government have examined the matter in detail and are pleased to revalidate the Administrative Sanction accorded as per the Government Order read above, and sanction is accorded to the Director of Tourism, to expend an amount of **₹4,90,000/-** (*Rupees Four Lakh and Ninety Thousand Only*) plus GST for the project **"Content curation and Photography for Incredible India website"** from the funds available under the **H/A 3452-80-104-98-00-34-03- PV-Marketing** during the **financial year 2025-26**.

4. The Director, Tourism shall ensure that, while implementing the order the terms and instructions mentioned in Government Order read (1) above are strictly adhered to.

(By order of the Governor)  
JAGADEES D  
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view, Thiruvananthapuram.

The Principal Accountant General (Audit), Kerala, Thiruvananthapuram.

The Accountant General, (Economic & Revenue Sector Audit), Kerala, Thiruvananthapuram.

The Planning & Economic Affairs Department

The Chief, (I&I) Division, State Planning Board, Pattom, Thiruvananthapuram

The Sub Treasury Officer, Sub Treasury, Vellayambalam, Thiruvananthapuram.

The Information & Public Relations Department (for uploading in the website).

Stock File/Office Copy.

Forwarded /By order

Section Officer

Copy to:-

1. PS to the Hon'ble Minister, Tourism Department.
2. CA to the Secretary, Tourism Department.
3. CA to the Additional Secretary, Tourism Department